



Advertising Packages

A bit of our History:

Snowandmud.com is the fastest growing website in its category. We can also boast about being the most diversified outdoor motorsports site to view on the internet with having sections for sledders, quadders, Utv operators, dirt / street bikes and boating related activities. The site was started in October 2006 and has had impressive growth to 41000 members. We are based in Western Canada and have members from all over North America even some from overseas. Our year to date stats are over 2.3 million unique visitors with over 20 million page views. We are growing at a rapid rate of an average of 30 members per day from all over North America and the world. Snowandmud.com is operating off 2 large dedicated servers located in Lansing, Michigan. These servers are protected with a hardware firewall which also stops a lot of spam. This firewall also prevents certain countries from accessing the site where spammers try to log into the site.

Advertising on SnowandMud

All **Supporting Vendors** are allotted their own personal forum where you are able to promote your product or services. You must request this with your package. You can carry on Q & A with potential customers. Only supporting vendors are allowed to promote products on the site. Your "Site Name" will include a title of "**Supporting Vendor**" and will be in a different color to differentiate you from a regular member. Because you are a supporting vendor you will be allowed to include your website in your signature allowing 24/7 access to your products. Also all supporting vendors have are listed in a directory found on the site which can be brought up 3 different ways by the members, alphabetically, By your location, and on a Google map. This links to your banner and username(s). You can have more representatives from your company linked to your ad. You also have your own VBulletin log in to a Supporting Vendor panel where you can adjust your contact info and information about your company, who any other

associated members on the site are. You can set up keywords as well so it will send you email when those are used on the site. So if someone uses your company name or a product you sell in a post it will email or PM you.

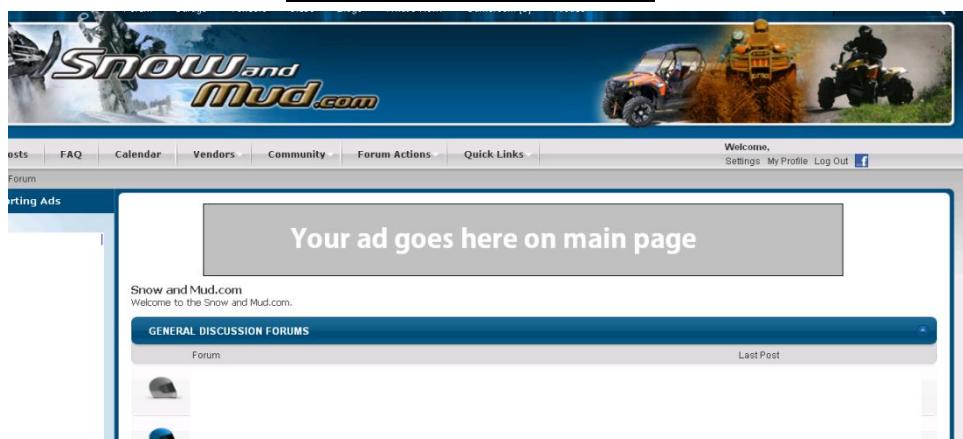
Snow and Mud Advertising Page 2

Package 1

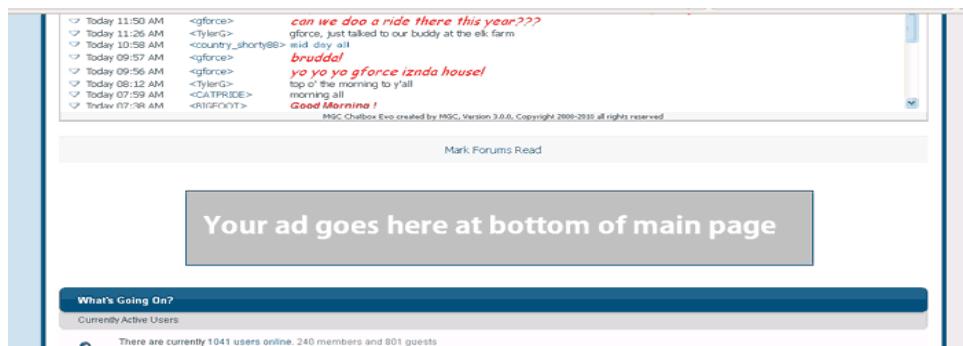
Top of Posts and all over within the site

- Banner sizes are 728 x 90 Pixels at 72 dpi
- Limited to 50 Vendors only
- We also accept animated Gif ads
- Your banner ad will link to your website
- Your banner can be viewed up to 1800 times per day
- Your banner can be viewed up to 56,000 times per month
- Your banner can be viewed over 670,000 times per year
- Examples where your placement will be on the site

On main page at the top



On Main page at the bottom



Within the threads at the top

This screenshot shows a forum interface. At the top, there's a banner for "Snow and Mud.com". Below it is a navigation bar with links like "New Posts", "FAQ", "Calendar", "Vendors", "Community", "Forum Actions", "Quick Links", "Welcome", "Settings", "My Profile", and "Log Out". The main content area has a header "Your ad goes here in thread area". Below this, there's a post from "Edmonton Snowmobile Show" dated January 27th, 2011. The post has 38 replies and 19,767 views. A reply from "sledbunnyracing" is visible. At the bottom of the thread, there are "Forum Tools", "Administrative", "Search Forum", and "Inline Mod" buttons.

Within the threads at the bottom

This screenshot shows a forum interface. At the top, there's a banner for "Snow and Mud.com". Below it is a navigation bar with links like "New Posts", "FAQ", "Calendar", "Vendors", "Community", "Forum Actions", "Quick Links", "Welcome", "Settings", "My Profile", and "Log Out". The main content area has a header "Your ad goes here at bottom of thread area". Below this, there's a post from "dezmitchell" dated October 25th, 2011. The post has 100 views. A reply from "moyleshead" is visible. At the bottom of the thread, there are "Forum Information and Options", "Moderators of this Forum", "Users Browsing this Forum", and "Icon Legend" sections. There are also "Thread Display Options" and "Posting Permissions" buttons.

Within the Posts at the top

This screenshot shows a forum interface. At the top, there's a banner for "Snow and Mud.com". Below it is a navigation bar with links like "New Posts", "FAQ", "Calendar", "Vendors", "Community", "Forum Actions", "Quick Links", "Welcome", "Settings", "My Profile", and "Log Out". The main content area has a header "Your ad goes here within posts". Below this, there's a post from "cokecrazed007" dated October 14th, 2011. The post asks "What was your first sled?". A reply from "Member" is visible. At the bottom of the post, there are "View First Unread", "LinkBack", "Thread Tools", "Administrative", "Search Thread", "Rate This Thread", "Display", and "Inline Mod" buttons.

The ad is placed all over within the site as well, it is in the top of the Garage, the club section, the top of the blogs, in the game room, in the user control panel, in the private message boxes and at the top of the calendar.

Costs

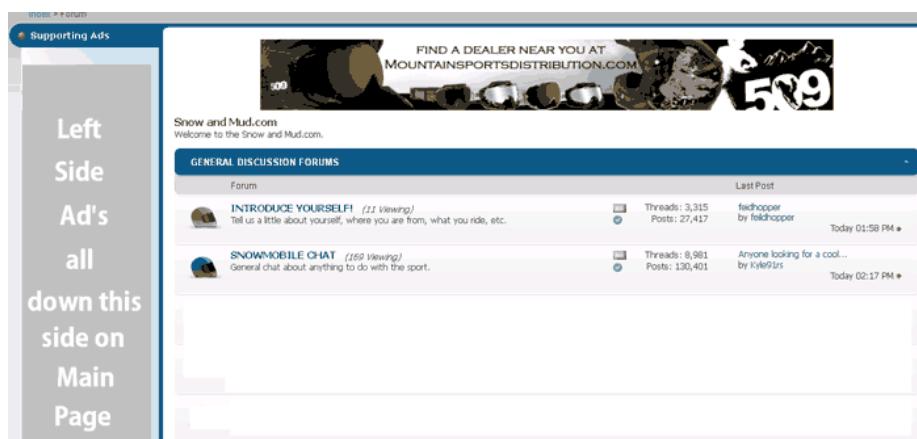
- 12 months @ \$36.00 per month = \$432.00
- 6 months @49.00 a month = \$294.00

Package 2

On all pages except for the vendor page, this is on the left side and shows up in a few locations. These are Vertical Hi-Rise Banners

- Banner sizes are 160 x 600 Pixels at 72 dpi
- Limited to 30 Vendors only
- We also accept animated Gif ads
- Your banner ad will link to your website
- Your banner can be viewed up to 3500 times per day
- Your banner can be viewed up to 42000 times per month
- Your banner can be viewed up to 504000 times per year
- Examples where your placement will be on the site

Several Areas on Main Page to bottom



Costs

- 1 month @ \$90.00
- 3 months @ \$75.00 a month = \$225.00
- 6 months @ \$70.00 a month = \$420.00
- 1 Year @ \$65.00 a month=\$780.00

Package 1 & 2 Deal for 1 year ad

- **Package 1 & 2 for \$880.00 for 1 full year, this must be pre-paid.**

***That is a 728 x 90 horizontal ad all over the site and a left side 160 x 600 ad on the left side of the main page.*

Premium advertising Package 3 – Only available to 4 Vendors

- Add at the top left on main page, shared with only 4 other vendors.
- Add on the left of the first post in every page, not including the vendors forum
- Includes package 1&2

Left side upper with 4 other vendors only (160w x 200h)

***Current example is a Blown Motor ad and a 509 Ad*

The screenshot shows the homepage of Snow and Mud.com. At the top, there's a banner featuring a snowmobile and the text "SNOW and MUD.com". The navigation bar includes links for Forum, Videos, Garage, Vendors, Clubs, Blogs, Arcade, What's New?, Gameroom [0], and Search. Below the banner, a "Supporting Ads" section displays two ads: one for "BLOWN MOTOR" and another for "509". The main content area shows a forum titled "GENERAL DISCUSSION FORUMS" with a post from "Forum" and a "Last Post" link. The overall theme is outdoor adventure, specifically snowmobiling and off-roading.

Within posts at last after the first post and then again after the 6th post on every post view page,
(728 x 90)

**** Current example has snowandmud ad labeled premium advertiser.**

The screenshot shows a forum post interface. On the left, there's a sidebar with an advertisement for a 'HD SCREEN CONTROL' device, featuring a camera and some text. The main post area has a header showing 'Posts: 209' and 'Post Thanks / Like'. The post content itself says '2013 Ski-Doo Summit XM 800R E-Tek almost here! 2012 Outlander 800 X mr'. Below the post are standard social sharing and moderation buttons. A prominent blue banner across the middle of the post area reads 'Premium Advertiser' and 'Advertise with **SnowandMud.com**'. Below this, it says 'Direct Marketing to: Sledders, Quadders, Dirtbikers, Side by Side riders, and other outdoor enthusiasts'. In the bottom right corner of the main post area, there's a reply to a comment from 'TylerG'.

Re: Any courses local to Edmonton for beginners to learn to ride?

Originally Posted by JRB15

My wife and I are really new to sleds and want to look at learning the techniques for riding here and in the mountains. (Safety, side hill, what not to do, what to do etc). Anyone do that locally here?

Premium Ad Pricing:

- 3 Months \$ 830.00
- 6 months - \$1523.00
- 1 year - \$2843.00

Special Event Ads

- For Event advertising for one or two months only, please contact us for rates, these rates are ½ price if you display our banner in a prominent location

Other features that are included when you become a Supporting Vendor

- You have your own forum which you have moderation controls
- You get on the Supporting Vendor Directory

Supporting Vendor Directory Main Page

The screenshot shows a grid of six vendor profiles:

- 49 North Lubricants** (Supporting Vendor since September 2009): Includes a logo for SPECTRO performance oils, a photo of snowmobilers, and text: "POWERING YOU THROUGH A SMOOTH SEASON".
- Glacier Mountain Lodge** (Supporting Vendor since September 2008): Includes a photo of a snowy mountain landscape and the text "GLACIER MOUNTAIN LODGE" and "www.glaciermountainlodge.com".
- Launch Helmet Cams** (Supporting Vendor since May 2010): Includes a logo for Launch Helmet Cams, a photo of a helmet camera, and text: "Canada's Helmet Cam Specialists". It also includes a detailed description: "Launch Helmet Cams is a helmet camera specialist located in North Vancouver, BC Canada. We supply a large range of helmet cams by companies including GoPro, VIO, HoldR Contour, Drift Innovation and more. We have free shipping across Canada and the USA on orders over \$99".
- MenzToys** (Supporting Vendor since September 2010): Includes a logo for MenzToys and a photo of various toy vehicles.
- Mountain Magic Snow Machines** (Supporting Vendor since September 2008): Includes a photo of a snow machine in action and the text "Mountain Magic Snow Machines".
- Paradis Motor Sports**: Includes a logo for PARADIS and the text "I stock and supply a full line of Legend All Aluminum Trailers".

Expanded Directory

The screenshot shows the expanded profile for 49 North Lubricants:

Supporting Vendors | [Alphabetical](#) | [Display Category](#) | [All](#) | [Go](#) | [Click here to register your company!](#)

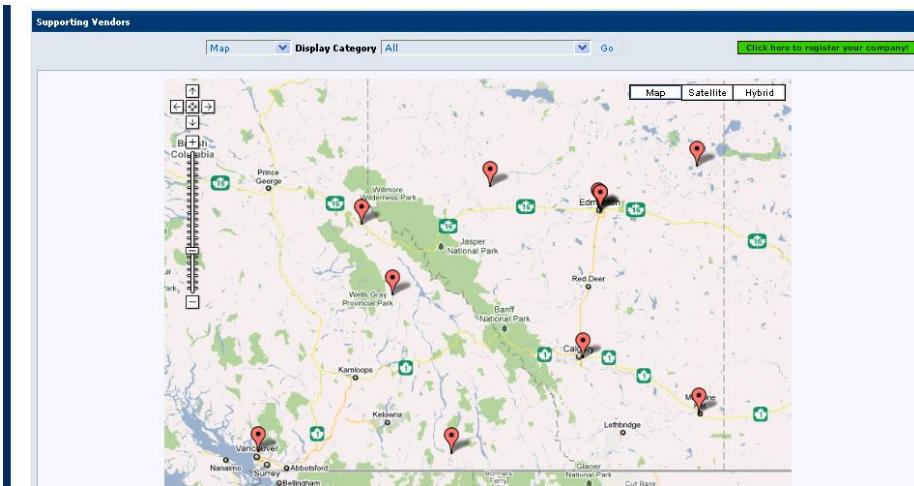
49 North Lubricants
Supporting Vendor since September 2009

Contact Us
49 North Lubricants
6611 45 St
Luduc, Alberta Canada

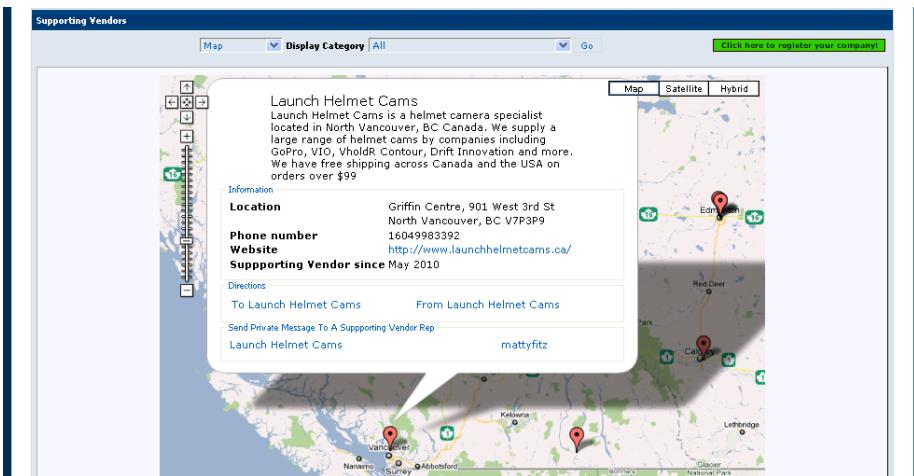
Directions
To 49 North Lubricants From 49 North Lubricants
Send Private Message To A Supporting Vendor Rep
Harp

Glacier Mountain Lodge
Supporting Vendor since September 2008

Map View



Expanded Map View



Ad Packages

Ad Packages are on a 6 month or 1 year only and are priced individually, please let us know which ones your interested in and we can tailor make a plan for you.

Some vendors wish to have 4 or 5 packages; we can offer a package price on this.

- 2 add packages (1) Double banner exposure - \$783.00
- 3 add packages (1) Triple banner exposure - \$ 1109.90
- 4 add packages (1) 4 times the banner exposure - \$ 1397.00

Payment Terms

All prices are in Canadian Dollars. All Supporting Vendor Banners must be paid either by Visa, MasterCard, Company Cheque, or Paypal in full before the banner will be placed on the site. For larger banner orders a quarterly payment plan can be arranged.

Banners

Please **supply us with a banner** from your graphic artist, if you don't have one we may direct you to one that can make one for you. To get you on the system we can make a quick one at no charge.

Most types accepted, please keep under 150kb, typical banners are 60kb for the 728 x 90's. These can be emailed to us.

Inquires

Please direct your inquiries to ron@snowandmud.com

All graphics to be sent there as well.